

Working With You to Reach Virginia Chiropractors



LIKE YOU, we serve the chiropractic marketplace. LIKE YOU, we need high-impact, cost-effective strategies to increase reach, attract, and keep new clients/members. Are you taking advantage of all the ways UVCA membership can support you and your business?

Increase Awareness

- Introduction in newsletter that goes to all DCs, not just members.
- Free promo blurb for "Supporting Supplier News" column with your logo.
- Listing and link on the association's web site.
- Inclusion in online Find-a-Supplier search feature.
- Mailing lists of licensed DCs.
- Your own events listed in online supplier member calendar.
- Direct referral by the association office.
- Professionally produced conventions with exhibit and sponsorship opportunities to fit your budget and goals.
- Display, classified, and online advertising.

Keep Up With This Unique Market

- Hone your marketing message and serve your clients better through easy access to leadership, committees, executive staff, and specialists.
- Keep informed through newsletters and profession alerts.
- Subscribe to VCA doctalk, the DC members' e-mail discussion group, to monitor hot topics and convey your expertise.

Save Money & Ease Cash Flow

- Enjoy discounts on advertising and exhibiting that can *more* than cover your dues.
- Free mailing lists in Excel.
- Free blast email to our email list.
- Handle your dues quarterly; cancel or change at any time.

Strengthen the Marketplace

- Educate DCs on the importance of your products and services.
- Support association Initiatives to strengthen and protect Va. DCs -- thereby strengthening and protecting your business investment.

Demonstrate Your Commitment, Expertise & Relevance

- Submit material for priority consideration in the newsletter and/or for the website under your byline.
- Display the UVCA Supplier Member seal on your marketing and communications.
- Share your knowledge on the doctors' list-serve.
- Submit presentation proposals with priority consideration for seminars, conventions, webinars, or district meetings.
- Sponsor lunches, dinners, or open houses with the UVCA's marketing support.

To brainstorm how to maximize your membership investment according to YOUR SPECIFIC NEEDS, contact Julie Connolly, FICC, UVCA's Executive Director: phone 540-932-3100, email jconnolly@virginiachiropractic.org!